CLAIMS:

1. A permission-based marketing organization and delivery system, comprising:

a computer network having at least one server;

a plurality of user interface applications allowing at least one user to engage said computer network and said at least one server;

a central database for storing advertising information and end user information, the central database being coupled to said computer network; and

a plurality of additional database components, said additional database components storing information to be accessed by said central database.

2. The system of claim 1, wherein the central database includes a directory of content.

3. The system of claim 2, wherein the central database includes editorial material related to the content.

4. The system of claim 2, wherein the central database includes promotional material related to the content.

5. The system of claim 2, wherein the central database includes tracking data related to audience response to the content.

6. The system of claim 1, wherein the computer network includes at least one computer terminal connected to the at least one server, the at least one computer terminal facilitating the use of the plurality of user interface applications.

7. The system of claim 1, further comprising a search engine, said search engine being coupled to said computer network.

8. The system of claim 1, wherein said plurality of additional database components includes an orders database.

9.   The system of claim 1, wherein an end user is an additional computer network.

10.   A method of integrating licensors and licensees of media and advertisers, the method comprising:

registering content and promotional material with a central database;

identifying common characteristics between content and promotional material; and

allowing an end user to order content and to specify which promotional material is to be included with content.

11.   The method of claim 10, further comprising distributing performance data related to said content to licensors of content and to advertisers.

12.   The method of claim 10, further comprising distributing performance data related to said content to licensees.

13   The method of claim 11, further comprising matching advertisers with licensors and licensees..

14.   The method of claim 12, further comprising delivering content and advertising to end users.

15.   The method of claim 10, further comprising providing a directory of content, editorial material related to the content, promotional material related to the content, and tracking data related to audience response to the content to the central database.

16.   The method of claim 10, further comprising providing a computer network including at least one computer terminal connected to at least one server.

17.   The method of claim 10, further comprising providing a search engine.

18.   The method of claim 10, further comprising providing plurality of additional database components, said plurality of additional database components including an orders database.

19.   The method of claim 15, further comprising providing a computer terminal connected to the at least one server, the computer terminal allowing a user to interface with said computer network.

20.   A method of delivering content over a computer network, the method comprising:

identifying common characteristics between content and promotional material;

identifying common characteristics between the content and promotional material and an end user;

allowing the end user to order content and to specify which promotional material is to be included with content; and

delivering content and advertising together in a common product.

21.   The method of claim 20, further comprising accepting registration of content, promotional materials and end users.

22.   The method of claim 20, further providing a computer network including at least one computer terminal connected to at least one server.

23.   The method of claim 20, further comprising providing a search engine.

24.   The method of claim 20, further comprising further comprising providing plurality of additional database components, said plurality of additional database components including an orders database.

25.   The method of claim 20, further comprising providing a computer terminal connected to the at least one server, the computer terminal allowing a user to interface with said computer network.